CONTENTS OF VOLUME 25

ARTICLES

ALERS-MONTALVO, MANUEL. Social Systems Analysis of Supervised Agricultural Credit in an Andean Community 51

BEEGLE, J. ALLAN, GOLDSMITH, HAROLD F. and LOOMIS, CHARLES P. Demographic Characteristics of the United States–Mexican Border 107

BEERS, HOWARD W. Program Evaluation in India 431

BERTRAND, ALVIN L. and OSBORNE, HAROLD W. Rural Industrialization: A Situational Analysis 387

BLAIR, THOMAS LUCIEN. Social Structure and Information Exposure in Rural Brazil 65

CHAPARRO, ALVARO and ALLEE, RALPH H. Higher Agricultural Education and Social Change in Latin America 9

CLELAND, CHARLES L. Characteristics of Social Systems within Which Selected Types of Information Are Transmitted 212

COUGHENOUR, C. MILTON. The Functioning of Farmers' Characteristics in Relation to Contact with Media and Practice Adoption 283

DEJONG, GORDON F. and COUGHENOUR, C. MILTON. Reliability and Comparability of Two Instruments for Determining Reference Groups in Farm Practice Decisions 298

DE SOUZA, JOAO GONÇALVES. Aspects of Land Tenure Problems in Latin America 26

HALLER, A. O. The Occupational Achievement Process of Farm-Reared Youth in Urban-Industrial Society 321

HARDER, WARREN R. Social and Economic Effects of Community Size 204

HOFFSOMMER, HAROLD. Rural Sociological Intradisciplinary Relations within the Field of Sociology 175

MAYO, SELZ C. An Analysis of the Organizational Role of the Teacher of Vocational Agriculture 334

MOREIRA, J. ROBERTO. Rural Education and Socioeconomic Development in Brazil 38

RAMSEY, CHARLES E. and COLLAZO, JENARO. Some Problems of Cross-cultural Measurement 91

SARIOLA, SAKARI. A Colonization Experiment in Bolivia 76

STRAUS, MURRAY A. Family Role Differentiation and Technological Change in Farming 219

STRAUS, MURRAY A. and HOUGHTON, LAWRENCE J. Achievement, Affiliation, and Co-operation Values as Clues to Trends in American Rural Society, 1924–1958 394

CONTENTS OF VOLUME 25

ARTICLES

ALERS-MONTALVO, MANUEL. Social Systems Analysis of Supervised Agricultural Credit in an Andean Community 51

BEEGLE, J. ALLAN, GOLDSMITH, HAROLD F. and LOOMIS, CHARLES P. Demographic Characteristics of the United States–Mexican Border 107

BEERS, HOWARD W. Program Evaluation in India 431

BERTRAND, ALVIN L. and OSBORNE, HAROLD W. Rural Industrialization: A Situational Analysis 387

BLAIR, THOMAS LUCIEN. Social Structure and Information Exposure in Rural Brazil 65

CHAPARRO, ALVARO and ALLEE, RALPH H. Higher Agricultural Education and Social Change in Latin America 9

CLELAND, CHARLES L. Characteristics of Social Systems within Which Selected Types of Information Are Transmitted 212

COUGHENOUR, C. MILTON. The Functioning of Farmers' Characteristics in Relation to Contact with Media and Practice Adoption 283

DEJONG, GORDON F. and COUGHENOUR, C. MILTON. Reliability and Comparability of Two Instruments for Determining Reference Groups in Farm Practice Decisions 298

DE SOUZA, JOAO GONÇALVES. Aspects of Land Tenure Problems in Latin America 26

HALLER, A. O. The Occupational Achievement Process of Farm-Reared Youth in Urban-Industrial Society 321

HARDER, WARREN R. Social and Economic Effects of Community Size 204

HOFFSOMMER, HAROLD. Rural Sociological Intradisciplinary Relations within the Field of Sociology 175

MAYO, SELZ C. An Analysis of the Organizational Role of the Teacher of Vocational Agriculture 334

MOREIRA, J. ROBERTO. Rural Education and Socioeconomic Development in Brazil 38

RAMSEY, CHARLES E. and COLLAZO, JENARO. Some Problems of Cross-cultural Measurement 91

SARIOLA, SAKARI. A Colonization Experiment in Bolivia 76

STRAUS, MURRAY A. Family Role Differentiation and Technological Change in Farming 219

STRAUS, MURRAY A. and HOUGHTON, LAWRENCE J. Achievement, Affiliation, and Co-operation Values as Clues to Trends in American Rural Society, 1924–1958 394

SUTTON, WILLIS A., JR. and KOLAJA, JIRI. The Concept of Community 197
TAYLOR, CARL C. Early Rural Sociological Research in Latin America 1
VAN DEN BAN, ANNE WILLEM. Locality Group Differences in the Adoption of New Farm Practices 308
VAN DER KROEF, JUSTUS M. Land Tenure and Social Structure in Rural Java 414
WILSON, PAUL B. and BUCK, ROY C. The Educational Ladder .. 404

RESEARCH NOTES

FLIEGEL, FREDERICK C. Obstacles to Change for the Low-Income Farmer 347
HARP, JOHN. A Note on Personality Variables in Diffusion Research 346
NELSON, LOWRY. Life at Peruzzi—A Century Ago and Now 232
PLANCK, ULRICH. The Rural Youth in Western Germany 442
SAUNDERS, J. V. D. Characteristics of Hospitals and of Hospital Administrators Associated with Hospital-Community Relations in Mississippi 229
YOUNG, FRANK W. Graveyards and Social Structure 446

COMMUNICATIONS

GRILICHES, ZVI. Congruence Versus Profitability: A False Dichotomy 354
JOHNSON, DONALD E. and MORRISON, DENTON E. The Significance of Farm Adjustment Problems to Sociology 352
SHEPPARD, D. Neighborhood Norms and the Adoption of Farm Practices 356

BOOK REVIEWS

Edited by Walter C. McKain, Jr.

ADAMS: *A Community in the Andes: Problems and Progress in Muquiyauyo* ..... B. H. Luebke and Paul Zopf, Jr. 236
ANDERSON: *The Urban Community: A World Perspective* ..... Harold E. Smith 163
BARNETT: *Being a Palauan* ..... John L. Sorenson 451
BATTEN: *School and Community in the Tropics* ..... Thomas Lucien Blair 164
BEATTIE: *Bunyoro: An African Kingdom* ..... John L. Sorenson 451
BLACK and WESTCOTT: *Rural Planning in One County: Worcester County, Massachusetts* ..... Sloan R. Wayland 359
BOGUE: *Patterns from the Sod: Land Use and Tenure in the Grand Prairie, 1850–1900* ..... S. C. Ratcliffe 360

BRACEY: *English Rural Life: Village Activities, Organizations, and Institutions* ..... Alvin L. Bertrand 454
BRUNNER, et al.: *An Overview of Adult Education Research* ..... Everett M. Rogers 237
CAILLOIS: *Man and the Sacred* ..... Paul Honigsheim 360
CARR: *Working Together in the Larger Parish* ..... B. B. Maurer 455
CARRASCO: *Land and Polity in Tibet* ..... Robert T. McMillan 361
CHANDRASEKHAR: *China's Population* ..... Robert Hirzel 456
CHRISTENSON: *The Brannan Plan: Farm Politics and Policy* ..... Lowry Nelson 237
DEY: *Community Development* ..... Carl C. Taylor 456
EUROPEAN SOCIETY FOR RURAL SOCIOLOGY: *Rural Migration* ..... Alvin L. Bertrand 238
FALS BORDA: *La Teoria y la realidad del cambio sociocultural en Colombia* ..... B. H. Luebke and Paul Zopf, Jr. 239
FORM, et al.: *Community in Disaster* ..... Charles E. Ramsey 240
FUJII and SMITH: *The Acculturation of the Japanese Immigrants in Brazil* ..... J. V. D. Saunders 164
HART and PILLING: *The Tiwi of North Australia* ..... John L. Sorenson 451
HOEBEL: *The Cheyennes: Indians of the Great Plains* ..... John L. Sorenson 451
INTERNATIONAL LABOUR OFFICE: *The Cost of Medical Care* ..... Donald G. Hay 165
LANGE: *Cochiti: A New Mexico Pueblo, Past and Present* ..... Wilfrid C. Bailey 460
LAUDY: *Tropical Childhood: Cultural Transmission and Learning in a Rural Puerto Rican Village* ..... Everett M. Rogers 240
LEWIS: *Five Families: The Anthropology of Poverty; a Revealing Portrait of Lives, Customs, and Emotions in Mexico* ..... Lowry Nelson 165
LEWIS: *Tepoztlan: Village in Mexico* ..... John L. Sorenson 451
MAYER: *Caste and Kinship in Central India: A Village and Its Region* ..... Carl C. Taylor 457
MILLS: *The Sociological Imagination* ..... Robert C. Bealer 241
NELSON, RAMSEY, and VERNER: *Community Structure and Change* ..... *Reed H. Bradford* 457
NICHOLLS: *Southern Tradition and Economic Progress* ..... Donald R. Fessler 458
POUNDS and BRYNER: *The School in American Society* ..... Everett M. Rogers 241
REISSMAN: *Class in American Society* ..... Philip Olson 242
ROGERS: *Social Change in Rural Society* ..... Eugene A. Wilkening 459
SASAKI: *Fruitland, New Mexico: A Navaho Community in Transition* ..... Wilfrid C. Bailey 460

SAUNDERS: *Differential Fertility in Brazil* .....Thomas R. Ford 461
SCHULER, et al.: *Readings in Sociology* .....C. E. Lively 461
SHAH: *Problems of Small Farmers: Report on an Inquiry into the Problems of Low-Income Farmers in Kodinar Taluka* .....William A. Morrison 243
SMITH: *The Agrarian Origins of Modern Japan* ....C. H. Huang 244
SMITH: *Fundamentals of Population Study* ..Douglas G. Marshall 362
THOMPSON: *Population and Progress in the Far East* .....James W. Green 244
TRUSSELL and ELINSON: *Chronic Illness in a Rural Area, the Hunterdon Study* .....Mary Alice Ericson 246
WOLFF: *Georg Simmel, 1858–1918* .....Walfred A. Anderson 362

BOOK REVIEWERS

Anderson, Walfred A., p. 362
Bailey, Wilfrid C., p. 460
Bealer, Robert C., p. 241
Bertrand, Alvin L., pp. 238, 454
Blair, Thomas Lucien, p. 164
Bradford, Reed H., p. 457
Ericson, Mary Alice, p. 246
Fessler, Donald R., p. 458
Ford, Thomas R., p. 461
Green, James W., p. 244
Hay, Donald G., p. 165
Hirzel, Robert, p. 456
Honigsheim, Paul, p. 360
Huang, C. H., p. 244
Lively, C. E., p. 461
Luebke, B. H., pp. 236, 239
Marshall, Douglas G., p. 362
Maurer, B. B., p. 455
McMillan, Robert T., p. 361
Morrison, William A., p. 243
Nelson, Lowry, pp. 165, 237
Olson, Philip, p. 242
Ramsey, Charles E., p. 240
Ratcliffe, S. C., p. 360
Rogers, Everett M., pp. 237, 240, 241
Saunders, J. V. D., p. 164
Smith, Harold E., p. 163
Sorenson, John L., p. 451
Taylor, Carl C., p. 456
Wayland, Sloan R., p. 359
Wilkening, Eugene A., p. 459
Zopf, Paul, Jr., pp. 236, 239

JOURNAL OF FARM ECONOMICS

Editor: HERMAN M. SOUTHWORTH

The Pennsylvania State University, University Park, Pennsylvania

Volume XLII August, 1960 Number 3

The Analysis of Changes in Agricultural Supply: Problems and Approaches ..... *Marc Nerlove* and *Kenneth L. Bachman*

Coordination and Vertical Expansion in Marketing Cooperatives..... ..... *John A. Jamison*

A Framework for Rural Development ..... *J. K. McDermott*

Grain Storage Rules ..... *Conrad Gislason*

Computation of Variance Estimates for Marginal Physical Products and Marginal Rates of Substitution .... *John P. Doll, Emil H. Jebe,* and *Robert D. Munson*

A "Unit Survey" Census in Southern Peru..... *John C. Hobbes*

Land Accumulation in the Turkish Cukurova..... *John Hiltner*

Reclamation Under the Desert Land Act, 1954–59..... *Karl S. Landstrom*

Published in February, May, August, November, and December. $9 yearly.

Secretary-Treasurer: C. Del Mar Kearl
Department of Agricultural Economics
Cornell University, Ithaca, New York

Copies are still available of the July, 1960 *issue of*

THE AMERICAN JOURNAL OF SOCIOLOGY

Containing —

"Industrial Man: The Relation of Status, Experience, Perception and Value"

by Alex Inkeles, Harvard University

Men are shaped by their institutions.

And the institutions of Western industrialized society are growing so similar that their peoples are becoming ever more alike.

Indeed, the class pattern of opinion and attitude is already much the same in all industrialized lands.

Professor Inkeles bases this conclusion on the analysis of surveys of opinion in a dozen industrialized nations.

Single copies at $1.75
Annual subscription (6 issues) at $6.00

May be ordered from

THE UNIVERSITY OF CHICAGO PRESS

5750 Ellis Avenue —— Chicago 37, Illinois